

SPECIFICATION

Please amend the table appearing between paragraphs [0069] and [0070] so as to delete the numeral "3" appearing in column 1, row 1, as shown in the following marked-up table:

[[3]]	ROLE IN SYSTEM	ACCESS POINTS	KEY FUNCTIONALITY
Consumer / "End User"	Purchaser and Recipient of Products.	Primary: Web interface Secondary: Voice menu/call center Various wireless interfaces (including both WAP and "fat client" implementations, mobile phones, personal digital assistants (PDAs))	Registration/Configuration. Search/Browse venue information. Make/send purchases. Receive purchase notifications. Opt-in participation in marketing activities. Creation of account enabling sharing of favorites/voting/streamlined purchasing.
Venue	A specific location that provides purchased products to consumers and may supply information to end users using the system. Venues may be independent business entities or the separate physical entities of a single business concern (such as the stores of a franchise)	Primary: 1. Web interface for managing venue account and buying services. 2. A connected wireless fat-client application for receiving and managing purchase claims in real time, e.g., a touch-screen terminal. Secondary: None	Registration/Configuration Input/update/manage venue information Set products and prices Participate in various marketing activities. View processed transactions. Process/fulfill purchase claims.
Administrator(s)	The party(s) running the system.	Primary: A web interface Secondary: Direct access to system code	Set parameters, look and feel/functionality for all groups. Admit/manage system users. Mine system usage data and participate in various marketing activities. Handle system payments/billing.
Member	A company that participates directly in the system or funds its use, e.g., a supplier of products to a venue	Primary: A web interface Secondary: None	Member will primarily run marketing campaigns. They are comparable to third-party marketers from a functional perspective.
Third-Party Marketer	An independent third party that wishes to engage in marketing activities to end users or venues.	Primary: A web interface Secondary: None	Purchase/Engage in marketing/ advertising activities.